

**ELI LUNZER  
PRODUCTIONS**

Presents

**Sports  
Illustrated<sup>®</sup>**

**SATURDAY NIGHT LIGHTS**

**SUPERBOWL 2020**

Saturday, February 1st  
Miami, FL

# SERIES OVERVIEW

Join global media powerhouse Sports Illustrated, ABG Entertainment, and event specialists Matthew Gavin Enterprises, Talent Resources Sports, and David Grutman's Groot Hospitality for the most anticipated event during Super Bowl 2020 weekend in Miami!

Following Sports Illustrated's memorable return to the Big Game Weekend in Atlanta in 2019, this will be the premiere event to see and be seen on the biggest party night of the week!

The merger of these three entertainment powerhouses will boast some of today's biggest celebrities, athletes, influencers, performers, and brand partners. The Saturday Night Lights event will provide an unparalleled platform for entertainment and brand integration generating unmatched buzz, visibility, and impressions leveraging all forms of media to include on-air, digital, social media, and on-premise.

Participate at the event that people will be talking about until we return in Tampa Bay for 2021!





MERGING THE  
WORLDS OF  
SPORTS, CULTURE,  
AND ENTERTAINMENT

# A POWERHOUSE MEDIA AUTHORITY

## Sports Illustrated

THE AUTHORITY IN SPORTS  
CULTURE AND ENTERTAINMENT

Undisputed leader in sports journalism  
with unprecedented history, insight,  
analysis, photography and stories.



**17 MILLION+**  
LOYAL READERS

## SI.COM

A FASTEST-GROWING  
TOP 10 SPORTS WEBSITE

Unmatched access with up-to-the-minute  
sports news and coverage, entertaining  
stories and thoughtful analysis.



**33 MILLION+**  
UNIQUE  
MONTHLY  
VISITORS

## Sports Illustrated Swimsuit

AN ICONIC MEDIA FRANCHISE

Showcasing beauty from around the globe, SI  
Swimsuit stands as one of the most recognizable  
and influential symbols of pop culture.



**70 MILLION+**  
CONSUMERS  
REACHED  
ANNUALLY



THE MOST PRESTIGIOUS HONOR  
IN ALL OF SPORTS SINCE 1954

Broadcast live on NBC and streamed on  
SI.com, the awards generate massive  
buzz, spotlighting greatness inside and  
outside the competitive arena.



**5.5 BILLION+**  
GLOBAL MEDIA  
IMPRESSIONS

# THE SATURDAY NIGHT LIGHTS EXPERIENCE

*On Super Bowl eve, Sports Illustrated, the most iconic brand in sports, hosts a marquee party, bringing guests an unforgettable experience around the most high-profile sporting event of the year.*

Event producers MGE, Talent Resources Sports, ABG Entertainment, and David Grutman aim to please planning only a bigger and better experience. Headlining talent is complimented by the best DJ's and live video mixing throughout the night for all attendees to revel in at the best event experience of the weekend!

The luxury VIP event will be an elite playground for those in town for the big game with a myriad of branded partner integrations, photo opportunities, and the biggest names in entertainment and sports on our incredible red-carpet entrance! Great food, drinks, and branded giveaways thanks to our brand partners will round out this incredible evening at the world-famous Fontainebleau Miami Beach!

# VENUE

## FONTAINEBLEAU

### EXPERIENCE A MIAMI LEGEND

The iconic Miami Beach property is situated on oceanfront Collins Avenue in the heart of Millionaire’s Row, Fontainebleau Miami Beach is one of the most historically and architecturally significant hotels on Miami Beach. There is no better venue to be the host property for the NFL and our Saturday Night Lights event for Super Bowl LIV Weekend.

From Frank Sinatra, Elvis Presley and Lucille Ball in its former life to Katy Perry, Rihanna, or Cardi B in its current state, it remains to be the primary place to “see and be seen” in Miami. See you there!



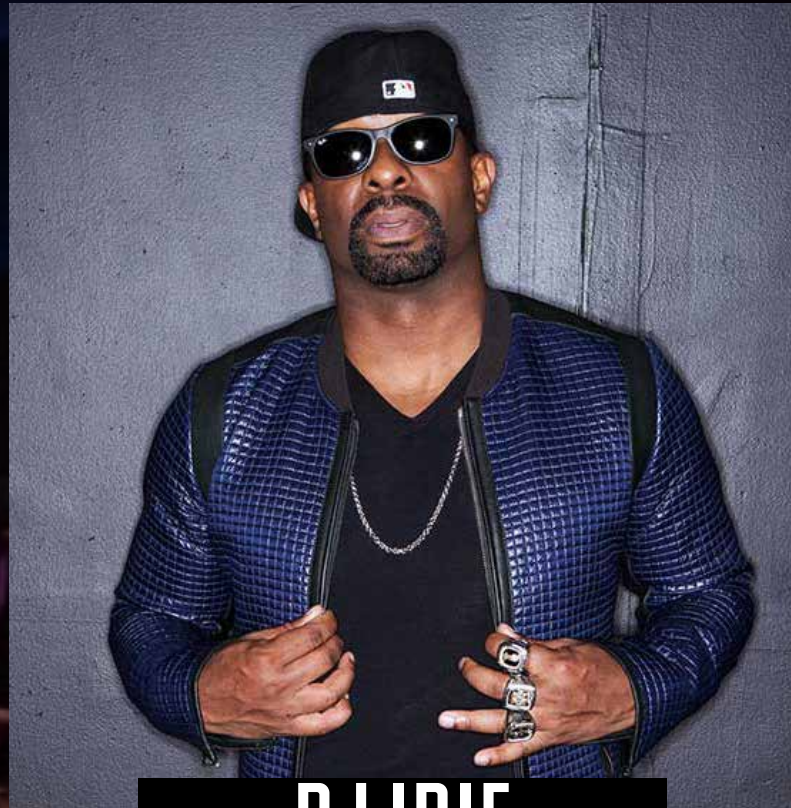
# FONTAINEBLEAU



# LOOK & FEEL



# PAST PERFORMERS



**DJ IRIE**



**LIL WAYNE**



**SNOOP DOGG**



# CELEBRITY ATTENDEES



LIL JON



AMARI COOPER



BAKER MAYFIELD  
& KYLER MURRAY



ALY RAISMAN



KATE BOCK



JONATHAN CHEBAN

## MUSIC

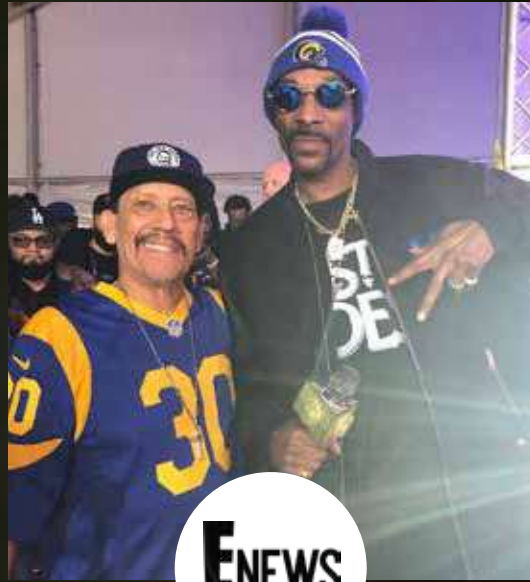
LIL JON • DIPLO • WILL.I.AM • FLO RIDA • BLACK EYED PEAS  
• PASTOR TROY

## SPORTS

AARON JUDGE • MYLES JONES • EMMITT SMITH • EVANDER  
HOLYFIELD • BAKER MAYFIELD • KYLER MURRAY • DAVID  
JOHNSON • LEONARD WILLIAMS • MILES PLUMLEE • CALAIS  
CAMPBELL • ALY RAISMAN • MATTHEW BERRY • AMARI  
COOPER • TAYLOR BISCIOTTI • ALSHON JEFFERY • MARCEDES  
LEWIS • URBAN MEYER

## LIFESTYLE

DANNY TREJO • SHAUN ROSS • DANIELLE HERRINGTON • KATE  
BOCK • DANA TAYLOR • JASMINE SANDERS • HAILEY KALIL •  
JB SMOOVE • JONATHAN CHEBAN • KALEB O. LEE



## SUPER BOWL 2019: STAR SIGHTINGS

### DANNY TREJO & SNOOP DOGG

The actor celebrated the LA Rams with fellow Los Angeles native Snoop Dogg at Sports Illustrated's Super Bowl party with sbe's Hyde Sunset and Talent Resources Sports.



## THE BEST CELEBRIOTY MOMENTS OF SUPER BOWL 53

### LIL WAYNE

Lil Wayne shares his talents at the Sports Illustrated Saturday Night Lights party.



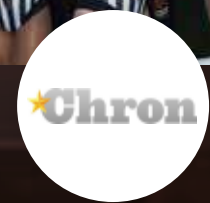
## SUPER BOWL: INSIDE SUPER SATURDAY NIGHT'S HOTTEST EVENTS IN ATLANTA

Super Bowl weekend hit overdrive on Saturday with a barrage of high-profile events in nearly every corner of Atlanta.



## CARDI B, BRUNO MARS, MEEK MILL ROCK SUPER BOWL WEEKEND PARTIES

Atlanta has been in full Super Bowl mode all week, and not surprisingly, the dozens of events taking place in town in advance of the big game reached a peak on Saturday.



## A PEEK INSIDE SOME OF ATLANTA'S HOTTEST SUPER BOWL PARTIES

The parties really heat up the Friday and Saturday night before the big game, and this weekend in Atlanta was no different.

Before the Patriots beat the Rams 13-3 in Super Bowl LIII on Sunday night, the celebrities hit the town. The Maxim party is always one of the biggest events, but Sports Illustrated also always comes through with a big bash, this time turning the College Football Hall of Fame into Party Central.

268 M  
PR IMPRESSIONS

# 2019 SOCIAL BUZZ

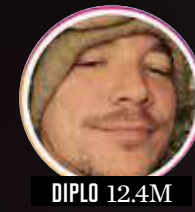
## TOP 10 INFLUENCERS WHO POSTED



LIL WAYNE 101M



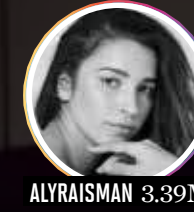
SNOOPDOGG 86.9M



DIPLO 12.4M



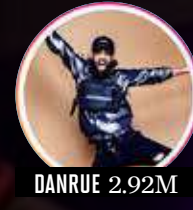
GOLDEN\_BARBIE 3.46M



ALYRAISMAN 3.39M



FOOGGOD 3.11M



DANRUE 2.92M



THEBACKPACKKID 2.34M



SOSBRAT 2.23M



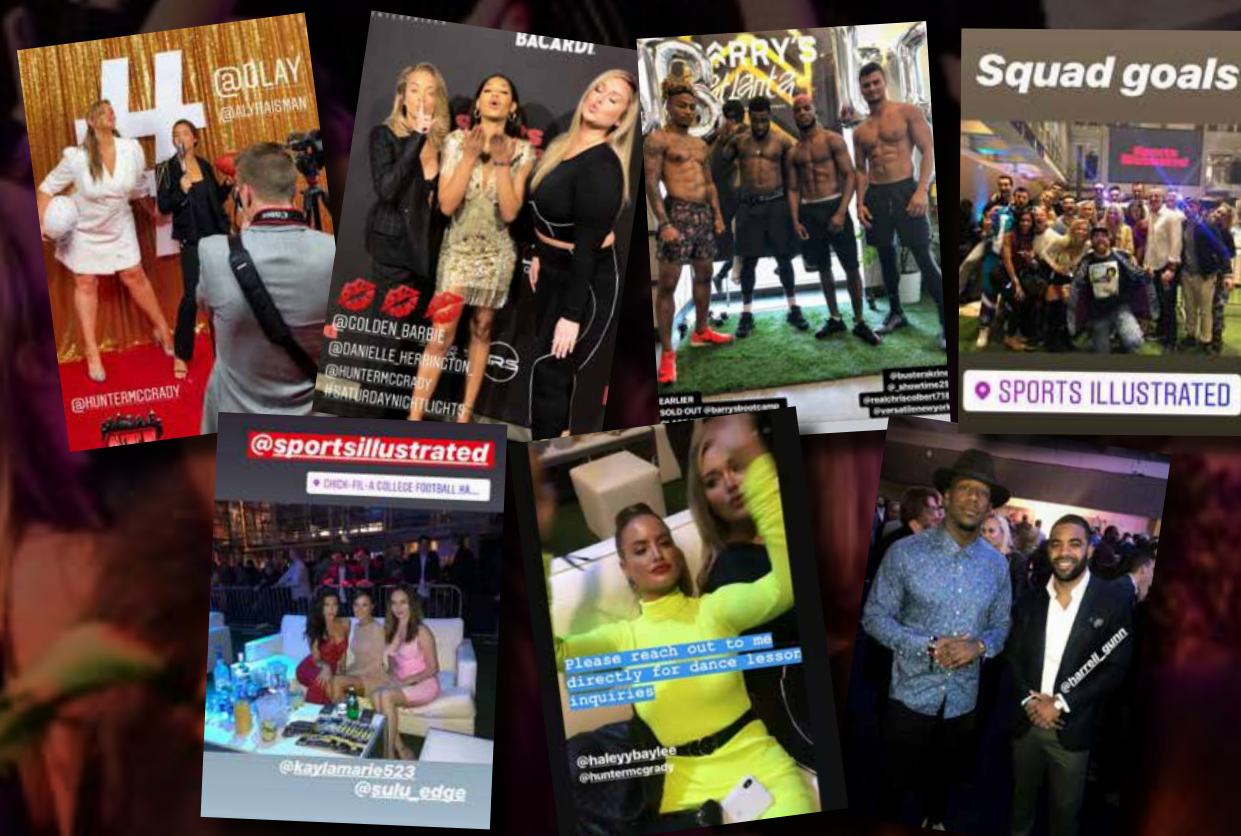
SOSBRAT 1.93M

**1000** pieces of content from influencers over 6 hours.

**THE TOP 85** were cultivated to post exclusive, engaging content.

**OVER 75M** who people who were not at the event got to *experience* it.

## INSTAGRAM



## SNAPCHAT



# THANK YOU

Eli Lunzer

[events@elilunzerproductions.com](mailto:events@elilunzerproductions.com)

201-906-3830

